



GENERAL INFORMATION

Library System

Wisconsin Valley Library Service

Describe demographic, economic, and other facts about your system that influenced the development of this and other system plans.

The Wisconsin Valley Library Service includes the counties of Clark Forest, Langlade, Lincoln, Marathon, Oneida and Taylor. Our 7-county, 7,360 square mile area includes 25 public libraries and 11 service sites/branches and has a service population of 280,621.

A challenge to WVLS is to provide services/support to libraries of widely varying size. The Marathon County Public Library, which is the resource library for the system, has a service population of 130,313 while the next three largest library have service populations less than 24,000! Additionally, WVLS serves two libraries that have populations less than 1,000; 13 libraries that have populations less than 5,000; and 6 that have populations less than 15,000.

Demographic indicators reveal that our service area, while mostly Caucasian, includes significant populations of Southeast Asians in Marathon County and Spanish populations in Clark County. Increasing ethnic populations combined with growing elderly populations and increasing numbers of vacationers at some of our rural libraries continue to create service challenges throughout the system.

The primary economic influence on this plan is the reduction in state aid combined with the elimination of the maintenance of effort requirement at local and county levels. As member libraries face increased funding challenges they look to the system to provide more in areas of human, financial and/or service/program support. These financial challenges have forced the WVLS Board of Trustees to look at different ways of providing service and to deploy service models that are sustainable.

Describe significant needs and problems that influenced the development of this and other system plans.

As has been the case over the last several years, WVLS continues to struggle financially in our efforts to meet the service needs of our member libraries. While state aid increased by approximately 3.2% in 2011, the 10% reduction in 2012 and 0% increase in 2013 creates significant challenges in sustaining services at current levels. Also, because we do not know what our future support/aid will be, the staff and board exercise caution when planning new and/or enhanced services.

WVLS lost a part-time position in early 2010 and another full-time position at the end of that year. In 2011, WVLS replaced a 40-hr./week position with a 32-hr./week position and eliminated another part-time position. Given that WVLS has gone from 10.5 FTEs to 8.3 FTEs in less than three years, we continue to look internally to determine efficiencies and develop priorities for services. Moving forward, because of the high cost of hiring/maintaining staff, we will continue to outsource tasks, call on volunteers or temporary help to assist with projects, and increase our efforts to work collaboratively with other systems and/or libraries for the provision of services. In 2012, WVLS deployed three interns (two from Northcentral Technical College and one from UW-Madison SLIS) to assist with technical- and ILS-related projects.

Also in 2012, the WVLS Collection Development Committee determined that WVLS could no longer afford to sustain the deposit collection service. For a number of years, small collections of playaways, books on CD and large print books were sent for a 3-month period to requesting public libraries, nursing homes and elderly housing units. In August 2012, WVLS no longer included playaways in deposit collections, and at the end of 2012, books on CD will no longer be included. In June 2013, the large print deposit collections will come to an end. Some of our smaller libraries really appreciated this service, as these deposit collections helped to enhance their browsing collections. Also, as member libraries continue to find their budgets stretched, having either minimal increases or none at all, there has been a small decline in full-time staff and in the purchase of library materials.

Along with collection development challenges, member libraries - small and large - continue to experience increased demand for more digital content, support for mobile devices, Internet and wireless services.

2013 will be the 15th year for V-Cat, WVLS' shared automation system. It is very fortunate that V-Cat member libraries assume some of the costs associated with this project (about 45% of the total annually), however it would be helpful to project growth and development if members assumed more of the costs for staff to catch up on cataloging projects and better address ongoing training needs. Yet, with the elimination of the MOE and reduced revenue streams at the local level, increased financial support by members

	GENERAL INFORMATION (cont'd.)	
--	--------------------------------------	--

is not likely. In late 2011, the V-Cat Council decided to change our ILS vendor from SirsiDynix to Innovative, Inc. We were extremely fortunate to shop for a new ILS vendor when we did. Due to the recession, bids from vendors were significantly less than they were just a few years ago. Now, WVLS and its neighboring systems - Indianhead, Northern Waters, OWLS and Nicolet - are using the same ILS vendor. In 2013, WVLS will be inviting systems to talk about an ILS-consortial type of merger, as we are convinced that creating a larger unit of service would see a cost-savings in this type of partnership.

Describe the planning environment and process under which this and other system plans were developed. (List additional system planning documents with the period covered and attach any planning documents which have not previously been provided to the division.)

This plan was developed with input from library colleagues in the WVLS area - primarily through their representation on the WVLS Library Advisory Committee and the V-Cat Council, but also through surveys and informal conversations - and also with input from the WVLS Board of Trustees and staff based on the recommendations and requirements from the DLTCL.

Relevant planning documents are already on file with DLTCL. The 2013 statutory agreement between WVLS and its resource library, Marathon County Public Library, is in draft form and will soon be discussed by our respective boards.

	ASSURANCES	
--	-------------------	--

The following plan and compliance document provides assurance that your public library system intends to comply with all statutory requirements for public library systems for calendar year **2013**. Indicate, with a check, your system's intent to comply with each system requirement and provide the requested information under each system requirement.

S.43.24(2) For a public library system to qualify for and maintain its eligibility for state aid under this section it shall ensure that all of the following are provided:

Membership Agreements

- ☒ (a) Written agreements to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library, except for the group programming preference authorized under s. 43.15 (4) (c) 4., and to provide for the interlibrary loan of materials among all participating public libraries, as evidenced by agreements with those libraries.
- ☒ A copy of the agreement with a list of all members signing it will be provided to the division by January 15.

Resource Library Agreement

- ☒ (b) Backup reference, information and interlibrary loan services from the system resource library, including the development of and access to specialized collections, as evidenced by a written agreement with that library.
- ☒ A signed copy of the resource library agreement will be provided to the division by January 15.

Reference Referral, Interlibrary Loan, and Technology

- ☒ S.43.24(2)(d) Referral or routing of reference and interlibrary loan requests from libraries within the system to libraries within and outside the system.

List ongoing activities related to this requirement.

1. Provide for reference and interlibrary loan referrals for member libraries.
2. Maintain appropriate reference and interloan statistics.
3. Participate in state level agreement with major book jobber(s) which allow publicly supported WVLS libraries of all types to purchase library materials at maximum discounts.
4. Continue to monitor statewide OCLC/WISCAT activity in area of ILL and WVLS' role.
5. Create web bibliographies and tools on a variety of topics useful to WVLS library staff and trustees on the WVLS web site.
6. Review and evaluate subscription-based electronic resources provided for member libraries and patrons.
7. Provide authentication services for WVLS databases offered to the public by fully utilizing vendor authentication processes where possible.
8. Encourage member libraries to take full advantage of BadgerLink.
9. Continue to offer consultant services in the areas of technology and resource sharing.
10. Be alert to and apply for grant funds that would help WVLS and/or member libraries to purchase/install/implement new technologies.
11. Support the development of CANs (Community Area Networks).

ASSURANCES (cont'd.)

12. Monitor development in the TEACH Wisconsin program, FCC telecommunication discounts, BadgerNet, etc, as they apply to WVLS area libraries. Encourage libraries to take advantage of these programs/discounts when it is appropriate to do so.
13. Continue to help member libraries make the Internet available to the general public.
14. Continue to improve the infrastructure supporting WVLS Information Technology.
15. Develop and implement a strategy to support Drupal for internal use as well as member library use. Establish the WVLS Drupal website platform as our supported method for offering website hosting services to member libraries.
16. Develop and implement a strategy for facilitating the conversion of member libraries' websites to the supported Drupal platform.
17. Develop and implement a strategy to transition WVLS support of the current WiscNet web and sub-web hosting space to the WVLS Drupal website platform.
18. Develop and implement a strategy to migrate public and other library types from the wvls.lib.wi.us identity (i.e. <http://wvls.lib.wi.us/anytownpl/>) to their individual identities (i.e. <http://anytown.lib.wi.us>).
19. Work with the V-Cat Migration Committee to develop features of the new ILS.
20. Administer the V-Cat program. This includes developing and monitoring V-Cat budget; offering training opportunities and resources; managing the database; offering library profile customization services for V-Cat members; providing appropriate ILS circulation and interloan statistics; and hosting V-Cat Council meetings (ongoing).
21. Continue to investigate and implement enhancements to the automated system that benefit area library staff and patrons (ongoing).
22. Continue to investigate the organizational structure and funding mechanisms of other ILS consortia in the state for practices and optimized governance.
23. Work with V-Cat committees to standardize V-Cat policies, procedures and practices among member libraries.
24. Remain alert to the impact of V-Cat as it relates to members' collection development policies and practices.
25. Continue to attend relevant ILS training and continuing education opportunities.
26. Encourage libraries to consider RFID, self-checks and other new technologies. Investigate group pricing options.
27. Continue to monitor unmediated interloan between V-Cat participants.
28. Maintain a digitalization workflow and offer services to member libraries to help implement this workflow.
29. Work to expand V-Cat membership and encourage cooperative development through V-Cat.

Indicate new or priority activities relating to this requirement for the plan year.

1. Share links to promotional materials and tutorials for electronic resources.
 2. Investigate enhancements to the V-CAT online catalog.
 3. Update the 2010-2012 Technology Plan required by DLT to respond to new technological developments and opportunities.
 4. Continue to develop and enhance services which help member libraries purchase appropriate computers, network hardware and software.
 5. Continue to develop and enhance technical support services for computers and computer related hardware, software and networks.
 6. Explore and experiment with new directions in technology of probable value to the ongoing and future operations and missions of WVLS and its member libraries.
 7. Convene the V-Cat By-Laws Committee to update the V-Cat Council By-Laws.
-
-

	ASSURANCES (cont'd.)	
--	-----------------------------	--

Inservice Training

☒ S.43.24(2)(e) Inservice training for participating public library personnel and trustees.

List ongoing activities related to this requirement.

1. Monitor new developments in long-distance collaborative environments that would enhance delivery of training and facilitation of group meetings.
2. Conduct workshops and provide online learning opportunities for member library personnel and trustees. Focus on sessions explaining how to use (and where to get tech help for) the latest equipment/software.
3. When feasible, work with other public library systems to organize and provide workshops and training opportunities.
4. Maintain calendar of continuing education events.
5. Maintain Wessler Scholarship fund.
6. Obtain and analyze written evaluations of WVLS-sponsored workshops.
7. Attend relevant meetings and share what is learned.
8. Provide consultant services to WVLS libraries of all types in the areas of: public library administration and governance; adult services, youth services, building/remodeling; automation; staff development; planning/evaluation/standards; collection development; legal issues; and special needs.
9. Provide grant-writing guidance and support.
10. Continue customized onsite or online training sessions for area library personnel such as training in the efficient/effective use of V-Cat, online databases, BadgerLink, WISCAT, etc. Archive training sessions on WVLS web site. Maintain outreach availability to respond as topics and issues arise.
11. Maintain list of web-based continuing education programs to help area public library directors maintain their state-required certification. Place links on the WVLS web site.
12. Continue to host annual gathering of public library directors.
13. Continue to develop WVLS and member library technology-related skills.
14. Monitor public library directors' progress toward certification and recertification. Provide updates to each director as needed.
15. Encourage orientation and ongoing training for area library board members.
16. Provide for orientation of trustees new to the WVLS Board of Trustees.
17. Assist member libraries in the process of filing annual reports by training libraries, providing forms support, and reviewing completed reports.
18. Meet with new and current directors in the system to orient them to system services.

Indicate new or priority activities relating to this requirement for the plan year.

19. Together with the WVLS Wakanheza Project Team, provide opportunities for training on project principles and their implementation within the context of customer service.
20. Develop a remote conferencing strategy including web, telephone and video. Replace dated and/or inappropriate equipment with a class of equipment that will support a meaningful remote conferencing experience.

ASSURANCES (cont'd.)

Delivery and Communication

- ☒ S. 43.24 (2)(fm) Electronic delivery of information and physical delivery of library materials to participating libraries.

List ongoing activities related to this requirement.

1. Continue to subsidize two courier stops per week to each member public library and V-Cat service site. V-CAT will subsidize a third courier stop at each library service site with an individual location code. Continue to fund two delivery stops per week at each non-V-Cat member unless they only want one stop. Since the V-Cat budget uses a formula to assess courier charges to members rather than actual costs, request that this line item be removed from the V-Cat budget and, beginning in 2014, invoice each library for the 3rd courier stop at the local rate.
2. Review and update delivery schedules, policies and procedures as needed, and post on the WVLS web site.
3. Publish regular contributions to the WVLS blog Digital Lites and promote member subscriptions to receive email notices of new posts.
4. Maintain contacts with state and federal legislators.
5. Produce/distribute annual statistical report.
6. Produce/distribute annual county benefit reports.
7. Continue to evaluate and improve the WVLS web site to provide an effective means of communication within WVLS.
8. Keep web-based Directory of Libraries and Librarians updated.
9. Make current employment law information posters available via the WVLS web site and encourage member library personnel to download and post them in their facilities.
10. Share ready-made promotional templates and assistance in utilizing technology to promote library activities.

Indicate new or priority activities relating to this requirement for the plan year.

11. Employ efficient, cost-effective communications within the WVLS office and to/from area libraries. Expand the use of social media and encourage member libraries to contribute.
 12. Hold 4 listening sessions throughout the system area and encourage library staff from all types of libraries to attend.
-

Service Agreements

- ☒ S.43.24(2)(g) Service agreements with all adjacent library systems
- ☒ A copy of the agreement with adjacent systems with a list of all systems signing the agreement will be provided to the division by January 15.
-

Other Types of Libraries

- ☒ S.43.24(2)(L) Cooperation and continuous planning with other types of libraries in the system area, which results in agreements with those libraries for the appropriate sharing of library resources to benefit the clientele of all libraries in the system area.
- ☒ The system will have agreements with other types of libraries, or if the system participates in a cooperation agreement with a multitype organization to meet the purposes of this goal, there is established a clear link between the system and the individual members of the multitype organization. A copy of the agreement with a list of all signing libraries will be provided to the division by January 15.
- ☒ Other types of libraries in the system area have had an opportunity to review and comment on the plan.
-

Library Technology and Resource Sharing Plan

- ☒ S.43.24(2)(m) Planning with the division and with participating public libraries and other types of libraries in the area in regard to library technology and the sharing of resources. By January 1, 2000, and every fifth January 1 thereafter, the public library system shall submit to the division a written plan for library technology and the sharing of resources.
- ☒ Member public libraries and other types of libraries in the system area have had an opportunity to review and comment on the plan.
- ☒ A copy of the written plan, including any revisions and amendments, for library technology and resource sharing is attached to this document or is on file with the division.
-
-

ASSURANCES (cont'd.)

Professional Consultation

- ☒ S. 43.24(2)(h) Professional consultant services to participating public libraries.

List ongoing activities related to this requirement.

Activities for this requirement are combined with S.43.42(2)(e).

Indicate new or priority activities relating to this requirement for the plan year.

Services to Users With Special Needs

- ☒ S.43.24(2)(k) Promotion and facilitation of library service to users with special needs.

List ongoing activities related to this requirement.

1. Provide consultant service to assist member libraries in identifying needs, goals, and objectives for creating accessible libraries and services for persons with special needs.
2. Maintain collection of professional materials on special needs topics, include articles in WVLS newsletter/blog, and offer CE opportunities to raise awareness of special needs issues.
3. Provide large print books and audiobooks for inclusion in deposit collections to interested public libraries, nursing homes and apartments for seniors.
4. Encourage member library cooperation/partnerships with schools, county agencies and community organizations serving persons with special needs.
5. Apply for and administer awarded grants which help libraries develop and support the provision of services and materials for users with special needs.
6. Support member library outreach efforts to extend services to underserved populations. Target groups include persons with disabilities, persons who are unemployed, underemployed, and/or seeking to improve their job skills, persons who are incarcerated, and persons in need of improving literacy and reading skills, and have difficulty using libraries because of their educational, cultural and socioeconomic background.
7. Enhance and strengthen public library services to adolescents most at risk of illiteracy.
8. Assist member libraries in acquiring and maintaining ADA accessible public computer workstations and in exploring new technologies to serve users with special needs.

Indicate new or priority activities relating to this requirement for the plan year.

As part of a activity #5, WVLS will coordiante the implementation of an LSTA-funded project (if awarded) to install hearing loops and handicap-accessible doors in member libraries.

Other Service Programs

S.43.24(2)(i) Any other service programs designed to meet the needs of participating public libraries and the residents of the system area, as determined by the public library system board after consultation with participating public libraries.

List each "other" service programs individually with ongoing activities and new or priority activities for the plan year under each program. For instance, if the system provides a bookmobile service program, list ongoing activities and new or priority activities for the bookmobile program. (Do not lump miscellaneous activities under a single "other" program.)

COLLECTION DEVELOPMENT

1. Provide access to electronic resources to meet the needs and demands of area library users and to back up the collections of member libraries. NOTE: Purchase of materials for patrons with special needs is included under the 'special needs' sub-program S.43.24(2)(k).
 2. Continue to provide deposit collections of large print books and audiobooks to area libraries, nursing homes and apartments for the elderly.
 3. Provide area library directors with usage reports for WVLS electronic databases, and NetLibrary/OverDrive collections.
-

ASSURANCES (cont'd.)

4. Encourage collaborative collection development by member libraries in selected subject areas.
5. Continue membership in the Wisconsin Public Library Consortium to provide access to e-books/e-audios/e-videos.
6. Convene the WVLS Collection Development Committee to update the WVLS Collection Development Plan.
7. Subscribe to professional journals and route to interested member libraries.
8. Maintain a collection of materials for loan consisting of professional materials concerning the library and information field.
9. Continue to share reader's advisory/collection development information with area libraries.
10. Evaluate value of Novelist Select product, which integrates the Novelist Plus Readers Advisory Database into the V-CAT catalog.
11. Encourage the digitization of local history materials and access via member library web sites.
12. Help member libraries with weeding and/or inventory projects.

LIBRARY ADVOCACY

1. Encourage members of the WVLS library community to attend WLA's Library Legislative Day and visit legislators who have constituents in WVLS territory, as well as creating in district opportunities for dialog and engagement with legislators.
2. Update the WVLS web listing of resources/links that may be helpful to area libraries in their local/regional/state-wide advocacy efforts.
3. Mentor members of the WVLS library community engaged in local advocacy activities with municipal and county elected officials.
4. Encourage members of the WVLS library community to develop a network of citizen library advocates who can be strategically deployed as needed.
5. Advocate on the state level for system and public library initiatives.
6. Provide regular updates to member of the WVLS library community about legislative matters with potential impact upon library funding and services.

YOUTH SERVICES

1. Continue financial support of the Children's Book Fest to encourage quality collection development in local children's/YA collections.
 2. Sponsor annual Summer Library Program workshop to help libraries develop appropriate SLP activities.
 3. Partially subsidize a performer at member libraries' summer reading programs.
 4. Meet with youth services staff from member libraries to determine grants, focus of CE workshops, and directions of future projects.
 5. Maintain a collection of youth services program support materials.
 6. Maintain a system-wide movie licensing agreement to enable public performance movie programming for interested libraries.
Conduct annual review to assess cost effectiveness and invite additional participation.
 7. Conduct annual "grassroots gathering" among directors and support staff responsible for the direction of youth services in WVLS libraries to determine the focus of WVLS youth activities. Invite participation by public school media specialists.
Send report to DLT.
-
-

	ASSURANCES (cont'd.)	
--	-----------------------------	--

Administration

- ☒ The system will not expend more than 20 percent of the state aid projected to be received in the plan year for administration.
- ☒ The 2012 system audit will be submitted to the division no later than September 30, 2013.

Budget

- ☒ A copy of your public library system budget by service program category and fund source for the plan year (see attached guidelines) is attached.

	CERTIFICATION	
--	----------------------	--

WE, THE UNDERSIGNED, CERTIFY that to the best of our knowledge, the information provided in this document and any attachments is true and correct, and that the system will be in full compliance with all applicable provisions of Chapter 43 of the Wisconsin Statutes for the year **2013**.

Name of System Director	Signature of System Director	Date Signed <i>Mo./Day/Yr.</i>
	➤	
Name of System Board President	Signature of System Board President	Date Signed <i>Mo./Day/Yr.</i>
	➤	

	FOR DPI USE LIBRARY SYSTEM PLAN APPROVAL	
--	---	--

Pursuant to Wis. Statutes, the plan contained herein is:	DLT Assistant Superintendent Signature	Date Signed <i>Mo./Day/Yr.</i>
<input type="checkbox"/> Approved <input type="checkbox"/> Provisionally Approved <i>See Comments.</i> <input type="checkbox"/> Not Approved <i>See Comments.</i>	➤	

Comments

PUBLIC LIBRARY SYSTEM 2013 ANNUAL PROGRAM BUDGET					
Program	2013 Public Library System Aid	System Aid Carryover and Interest Earned	Other State and Federal Library Program Funds	All Other Income	Total
Technology, Reference and Interlibrary Loan*					
1. Tech, Ref., & ILL	\$96,772	\$5,000	\$10,690	\$158,107	
2. V-Cat Admin. (WVLS)	\$152,629	\$12,500	\$0	\$51,837	
3. V-Cat	\$0	\$0	\$0	\$116,857	
4. IT Services / Network	\$117,943	\$1,000	\$27,300	\$73,779	
Program Total	\$367,344	\$18,500	\$37,990	\$400,580	\$824,414
Continuing Education and Consulting Service*					
1. Continuing Education	\$35,745	\$9,500	\$0	\$16,829	
2. Consulting Services	\$64,826	\$1,500	\$0	\$2,266	
Program Total	\$100,571	\$11,000	\$0	\$19,095	\$130,666
Delivery Services	\$159,996	\$5,000	\$0	\$32,983	\$197,979
Library Services to Special Users	\$26,783	\$0	\$16,091	\$308	\$43,182
Library Collection Development	\$24,671	\$0	\$0	\$1,578	\$26,249
Direct Payment to Members for Nonresident Access	\$0	\$0	\$0	\$0	\$0
Direct Nonresident Access Payments Across System Borders	\$0	\$0	\$0	\$0	\$0
Library Services to Youth	\$36,503	\$500	\$0	\$650	\$37,653
Public Information	\$24,385	\$500	\$0	\$2,783	\$27,668
Administration	\$111,691	\$7,500	\$0	\$35,762	\$154,953
Subtotal	\$384,029	\$13,500	\$16,091	\$74,064	\$487,684
Other System Programs					
1.					\$0
2.					\$0
Program Total	\$0	\$0	\$0	\$0	\$0
Grand Totals	\$851,944	\$43,000	\$54,081	\$493,739	\$1,442,764

* These programs may be divided into subprograms at the discretion of the system. If choosing not to use subprograms, enter amounts on line 1. Line 4 is reserved for the amounts budgeted for electronic resources (see Program Budget Guidelines).